REP HEADLINE# 6301258 *** UNAPPROVED REV #1 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET
HARRIS REPORT FROM REP
CHANGES *

AUG31/12 14.16 *** WFSB-TV ***

14.1 # DATE AUG31/12 SALESMAN (H) REGIONAL ひがずし思え ANNE BRAUNSCHEIDEL HEATHER LOCAL OFF.# WAL CLASS: NATL. BUYER NAME SALES PRSN AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009 双田卫.# INVOICE) ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021 CO-OP BILLING NEEDED TV INVOICES #9912736 LINDA MCMAHON 4 SENATE ORDER, 306 SULTE UZH (LHNE) ADV. NAME POLI/L MCMAHON/R/SEN/CT SERVICES, **** THIS IS A CASH IN ADVANCE SCHEDULE 600 FAIRMOUNT AVENUE, EST#1294 COMMENTS: CONTRACT # 6301258 MD 21286 MEDIA WK-1 MENTZER TOWSON, THANKS, MIKE FOR HEATHER SEP10/12 STATE TAX 7 9 AGY. NAME L MCMAHON 4 SENATE ADDED LNS 43 & 44 ω, ZEROED LNS 6, FLIGHT DATES SEP4/12 REVISED ORDER IDB # 1021, TTL SAME PLS CFM CITY TAX ORDER # PRDCT ADV # CON CM ል ል **자** E P

TOTE:	0140	0	
DAYS		Ħ	
PTS: WEEK : /WK: INVT :		T K F	
		0	
END DATE		7/6	
START DATE	1294	7/6	
RATE	AGENCY EST# =	\$500.00	
:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : : LINE#: : :	AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE =	6 S 500P-530P 30	PROGRAM : SP NEWS RA35+ : 6.0 CON COM1: SP NEWS

REP HEADLINE# 6301258 *** UNAPPROVED REV #1 ***

FAX# 703-516-9680 CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES AGENCY REF: TEL# 703-516-9399 CREDIT ADVISORY: AGENO ORDER WORKSHEET

AUG31/12 14.16 *** WFSB-TV ***

:LINE#:REP :CD: TIME PERIOD	: LGTH : SEC	: RATE	: START DATE	END	SPTS: W	WEEK :	DAYS	TOTE:
8 S 530P-600P	0 8	\$500.00	7/6	6		FRI		SPAS:
PROGRAM: EVE NEWS RA35+ : 6.0 CON COM1: EVE NEWS)
26 S 900P-1000P	0 %	\$700.00	8/6	8/6	0	SAT		c
PROGRAM: 48 HOURS MYSTERY RA35+: 3.0 CON COM1: 48 HOURS MYSTERY	erx erv)
43 A 1200N-600P	0 %	\$500.00	8/6	8/6	N	€ Ø		r
PROGRAM : US OPEN CON COM1: US OPEN								N
44 A 800P-1000P	0 m	\$700.00	& / o	8/6	N	S. A. S.		r
PROGRAM : US OPEN CON COM1: US OPEN						}		1
SEP/12 104975.00					CONT	CONTRACT TOTAL TOTAL SPOTS		104975.00

WHPX 0% WCCT 08 WCTX 28 WTIC 148 WVIT 25% WTNH 20% CABL 1% WFSB 38% MARKET TOTALS \$275,850

GFSB LISTED AS CABL ACCURATE SHARES.

BOOKS- AUG/12

SVC- NSI BOODEMOS- RA35+*

M-MAKEGOOD N-PROGRAM NAME L-LENGTH X-LATE DE-DELETE E-EFF DATES T-TIME S-SPOTS PER WEEK C-CANCELLED R-RATE Q-PAID PGM B-BUY TYPE P-CLASS, PLAN, SECT MOD CODE A-ADD

*-MULTIPLE

Z-COMMENTS

Y-DAYS

CONTRACT



WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

And:

Mentzer Media Services, Inc. 600 Fairmount Avenue Suite 306 Towson, MD 21204

	Contract / Re	vision	1	Alt Order	<u>#</u>
	491772	1	þ	06301258	
Product					ma much
L MCMAHON 4 SENATE					
Contract Dates	Estimate #				
09/04/12 - 09/10/12	1294				
<u>Advertiser</u>			Orig	inal Date	/ Revision
McMahon for Senate		ĺ	08	/31/12	/ 08/31/12
	Billing Cycle	Billing	Cale	ndar	Cash/Trade
!	EOM/EOC	Broadc	ast		Cash
	Station	Accoun	it Exe	ecutive	Sales Office
	WFSB	Heathe	r Uttl	еу	HRP-WASHING
	Special Handl	ing			
					į
	Demographic				***
	Adults 35+				
	IDB#	Advertis	ser C	<u>ode</u>	Product Code
	1021				
	Agency Ref		<u> </u>	dvertiser	Ref
i			- 1		i

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WFSB 09/04/12 09/06/12 Eyewitness News 6am - 6:30am :30 NM 3 \$2,850.00 End Date Start Date Weekdays Spots/Week Rate Week: 09/03/12 09/09/12 \$950.00 ~TWT---WFSB 09/07/12 09/07/12 Eyewitness News 6am - 6:30am :30 NM \$400.00 Start Date Spots/Week **End Date** Weekdays Rate Week: 09/03/12 \$400.00 09/09/12 --1--WFSB 09/04/12 09/06/12 **Eyewitness News** 12pm - 12:30PM :30 NM 3 \$1,950.00 End Date Start Date Weekdays Spots/Week Rate Week: 09/03/12 09/09/12 -TWT---\$650.00 WFSB 09/07/12 09/07/12 **Eyewitness News** 12pm - 12:30PM :30 NM \$250.00 1 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/03/12 09/09/12 \$250.00 WFSB 09/04/12 09/06/12 **Eyewitness News** 5pm - 5:30pm :30 NM 3 \$4,500.00 Start Date **End Date Weekdays** Spots/Week Rate Week: 09/03/12 09/09/12 \$1,500,00 -TWT---WFSB 09/07/12 09/07/12 **Eyewitness News** 5pm - 5:30pm :30 NM \$1,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 09/03/12 \$500.00 09/09/12 --- 1 -- --Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 1 WFSB 09/03/12-09/09/12 5pm - 5:30pm Eyewitness News -----F---:30 \$500.00 NM See MG 6.2,6.3 2 WFSB 09/08/12-09/08/12 US Open Tennis **VARIOUS** :30 -----Sa--\$500.00 NM MG for 8.1,6.1 3 WFSB 09/08/12-09/08/12 US Open Tennis **VARIOUS** -----Sa--:30 \$500.00 NM MG for 8.1,6.1 WFSB 09/04/12 09/06/12 Eyewitness News 5:30pm - 6pm :30 NM \$4,500.00 Spots/Week Start Date End Date <u>Weekdays</u> Rate Week: 09/03/12 09/09/12 -TWT-3 \$1,500.00 WFSB 09/07/12 09/07/12 **Eyewitness News** 5:30pm - 6pm :30 NM 0 \$0.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 09/03/12 \$500.00 09/09/12 1 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WFSB 09/03/12-09/09/12 Eyewitness News 5:30pm - 6pm :30 NM \$500.00 See MG 6.2,6.3

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WFSB 09/04/12

Start Date

10 WFSB 09/07/12

11 WFSB 09/04/12

12 WFSB 09/07/12

Start Date

WFSB 09/04/12

Start Date

WFSB 09/07/12

WFSB 09/04/12

Start Date

16 WFSB 09/07/12

17 WFSB 09/04/12

18 WFSB 09/07/12

19 WFSB 09/04/12

20 WFSB 09/05/12

Start Date

WFSB 09/05/12

WFSB 09/06/12

Start Date

WFSB 09/07/12

WFSB 09/08/12

Start Date

WFSB 09/08/12

Start Date

Week: 09/03/12

WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

Eyewitness News

Eyewitness News

Inside Edition

Inside Edition

Entertainment Tonight

Entertainment Tonight

Eyewitness News

Eyewitness News

Eyewitness News

Eyewitness News

National Convention

National Convention

National Convention

Eyewitness News Weekend

Eyewitness News

Criminal Minds

Spots/Week

Spots/Week

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Rate

11PM - 11:35PM

\$500.00

10pm-11pm

\$4,500.00

9pm - 10pm

\$6,500.00

10pm-11pm

\$4,500.00

10pm-11pm

9pm - 10pm

6am - 7am

Rate

Rate

Rate

Rate

Rate \$4,500.00

Rate

Rate

Rate

\$800.00

\$350.00

6pm - 6:30pm

\$1,200.00

Ch Start Date End Date Description

End Date

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Contract / Revision Alt Order # 491772 06301258 Contract Dates Product Estimate # 09/04/12 - 09/10/12 L MCMAHON 4 SENATE1294

<u>Advertiser</u> Original Date / Revision 08/31/12 / 08/31/12 McMahon for Senate

Spots/

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Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount
6pm - 6:30pm <u>Rate</u> \$2,100.00		:30		NM	3	\$6,300.00
6pm - 6:30pm <u>Rate</u> \$600.00		:30		NM	1	\$600.00
7pm - 7:30pm <u>Rate</u> \$1,200.00		:30		MM	3	\$3,600.00
7pm - 7:30pm <u>Rate</u> \$425.00		:30		NM	1	\$425.00
7:30pm - 8pm <u>Rate</u> \$1,200.00	****	:30	-	NM	3	\$3,600.00
7:30pm - 8pm <u>Rate</u> \$425.00		:30		MM	1	\$425.00
5:30a - 6am <u>Rate</u> \$700.00		:30		NM.	3	\$2,100.00
5:30a - 6am <u>Rate</u> \$250.00		:30		NM	1	\$250.00
11PM - 11:35PM		:30		NM	3	\$3,600.00

NM

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\$1,500.00

\$4,500.00

\$6,500.00

\$4,500.00

\$4,500.00

\$800.00

\$700.00

\$700,00

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08/31/12

/ 08/31/12



WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

Contract / Revision Alt Order# 491772 / 06301258 Contract Dates Product Estimate# 09/04/12 - 09/10/12 L MCMAHON 4 SENATE1294 Original Date / Revision <u>Advertiser</u>

thing Oh Clark Data Find Data Decadution	Charle Find Time	Spots/	T O (-	A
*Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/121- 1	Start/End Time	Days Length Week Rate	Type Spots	Amount
Week: 09/03/12 09/09/121- 1 N 26 WFSB 09/08/12 09/08/12 48 Hours Mystery	\$700.00 9pm - 10pm	:30	NM 2	\$1,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.30	14141 2	\$1,400.00
Week: 09/03/12 09/09/122- 2 Spot Ch Date Range Description	\$700.00 Start/End Time	Weekdays Length Rate	Type	
1 WFSB 09/03/12-09/09/12 48 Hours Mystery	9pm - 10pm	Weekdays Length Rate	<u>Type</u> NM	
See MG 26.3,26.4	0am 10am	Sa :30 \$700.00		
2 WFSB 09/03/12-09/09/12 48 Hours Mystery See MG 26.3,26,4	9pm - 10pm	Sa :30 \$7 00:00	NM	
3 WFSB 09/08/12-09/08/12 US Open Tennis	VARIOUS	sa :30 \$700.00	NM	
MG for 26.1,26.24 WFSB 09/08/12-09/08/12 US Open Tennis	VARIOUS	Sa :30 \$700.00	NM	
(f) MG for 26.1,26.2		V		
27 WFSB 09/08/12 09/08/12 48 Hours Mystery	10pm - 11pm	:30	NM 2	\$1,400.00
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/122- 2	<u>Rate</u> \$700.00			
28 WFSB 09/09/12 09/09/12 Face the Nation/ Face the S	St:10:30am - 11:30am	:30	NM 1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/03/12 09/09/121 1	<u>Rate</u> \$350.00			
29 WFSB 09/09/12 . 09/09/12 Patriots Football	1:00pm - 7:00pm	:30	NM 3	\$19,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	,,,,,	ψ10,000.00
Week: 09/03/12 09/09/123 3	\$6,500.00			4
30 WFSB 09/09/12 09/09/12 60 Minutes Start Date End Date Weekdays Spots/Week	7pm - 8pm Rate	:30	NM 1	\$7,200.00
Week: 09/03/12 09/09/121 1	\$7,200.00	-		
31 WFSB 09/09/12 09/09/12 Good Wife	9pm - 10pm	:30	NM 2	\$2,400.00
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/122 2	<u>Rate</u> \$1,200.00			
32 WFSB 09/09/12 09/09/12 Mentalist	10pm - 11pm	:30	NM 2	\$2,400.00
Start Date End Date Weekdays Spots/Week Week: 09/03/12 09/09/122 2	<u>Rate</u> \$1,200.00		j	
33 WFSB 09/10/12 09/10/12 Eyewitness News	6am - 6:30am	:30	NM 1	\$400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	1.00	,	Ψ100.00
Week: 09/10/12 09/16/12 1 1	\$400.00			
34 WFSB 09/10/12 09/10/12 Eyewitness News Start Date End Date Weekdays Spots/Week	12pm - 12:30PM <u>Rate</u>	:30	NM 1	\$600.00
Week: 09/10/12 09/16/12 1 1	\$600.00			
35 WFSB 09/10/12 09/10/12 Eyewitness News Start Date End Date Weekdays Spots/Week	5pm - 5:30pm	:30	NM 1	\$575.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 1 1	<u>Rate</u> \$575.00			
36 WFSB 09/10/12 09/10/12 Eyewitness News	5:30pm - 6pm	:30	NM 1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 1 1	<u>Rate</u> \$1,500.00			
37 WFSB 09/10/12 09/10/12 Eyewitness News	6pm - 6:30pm	:30	NM 1	\$2,100.00
Start Date	<u>Rate</u>			
Week: 09/10/12 09/16/12 1 1 38 WFSB 09/10/12 09/10/12 Inside Edition	\$2,100.00 7pm - 7:30pm	:30	NM 1	\$500.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14161	9000.00
Week: 09/10/12 09/16/12 1 1	\$500.00			

McMahon for Senate

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WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

	Contract / Revision	Alt Order #
	491772 /	06301258
Contract Dates	Product	Estimate #
09/04/12 - 09/10/12	L MCMAHON 4 SENA	TE1294

Advertiser	Original Date / Revision
McMahon for Senate	08/31/12 / 08/31/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Туре	Spots	Amount
39 WFSB 09/10/12 09/10/12 Entertainment Tonight Start Date	7:30pm - 8pm <u>Rate</u> \$500.00	:30	NM	1	\$500.00
40 WFSB 09/10/12 09/10/12 Eyewitness News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 1 1	5:30a - 6am <u>Rate</u> \$600.00	:30	MM	1	\$600.00
41 WFSB 09/10/12 09/10/12 Eyewitness News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 1 1	11PM - 11:35PM <u>Rate</u> \$500.00	:30	NM	1	\$500.00
42 WFSB 09/10/12 09/10/12 Hawaii 5-0 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 2 2	10pm - 11pm <u>Rate</u> \$1,500.00	:30	NM	2	\$3,000.00
	Andrew Comment of the	Totals		70	\$104,975.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/10/12	70	\$104,975.00	\$89,228.75
Totals	70	\$104,975.00	\$89,228.75

Signature:	Date:	
J		